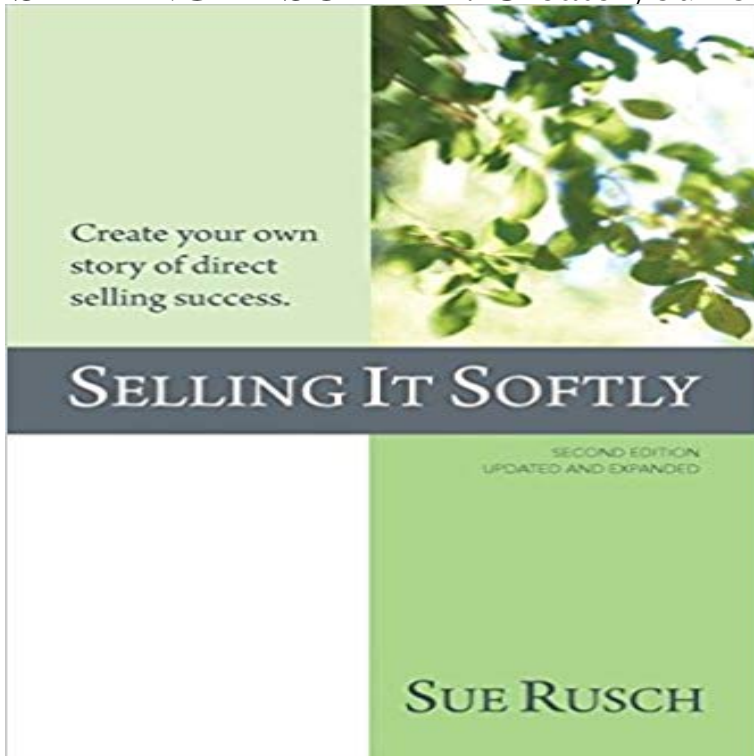


SELLING IT SOFTLY: Create your own story of direct selling success.



Are you looking for a truly inspired way to talk about what you sell? *Selling It Softly* is your guidebook for direct selling success. Drawing on years of working with successful direct sales leaders, author Sue Rusch offers a compelling look at the business of selling. You will discover how to develop your own soft-selling style that delivers hard business results. You will rethink the way you look at your products and services. You'll discover the true value of what you sell, and explore ways to help customers and team members improve their lives. If you've been thinking that it's time to bring a new approach to your business of selling, it's time to start *Selling It Softly*. *Selling It Softly* invites you to take an unforgettable look at the emotional side of selling. In a time when information is everywhere, you will discover it is inspiration that creates the missing link between your products and your customers. This book will equip you with easy-to-apply approaches to make an immediate difference in all that you do. With heartwarming stories from her direct selling career and her life's journey, Sue offers a fresh approach to sharing the life-enhancing benefits of the products you sell.

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